

MILWAUKEE *comprehensive* Plan

DEPARTMENT OF CITY DEVELOPMENT

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Fond du Lac and North

A Plan for the Area

**Executive
Summary**

EXECUTIVE SUMMARY

INTRODUCTION

This comprehensive plan covers 1,042 acres in the heart of Milwaukee. Its boundaries run roughly from I-43 on the east to N. 35th Street on the West; and Burleigh Street on the north to Galena Street on the south.



Based on the 2000 census, the population of this neighborhood is 50,558. The area experienced a decline in population between 1990 and 2000.

The study area contains some of the oldest and newest housing stock in the city. Three-hundred eighty-nine homes were built or rehabilitated between 1990 and 2000. Thirty-one percent of all dwelling units are owner occupied and this percentage is growing at 6% per decade. Use of public transit is high. Despite a substantial percentage of households with incomes below \$15,000, the Fond du Lac and North area has a higher income per square mile, because of density, than other areas of Milwaukee County and surrounding suburbs.

THE PLAN

The plan is organized into land use policies and strategies that apply to the neighborhood as a whole. These generally support adaptive reuse and redevelopment that follows traditional neighborhood use patterns.

In addition, there are strategies for districts and corridors, and eight high-profile catalytic projects. Catalytic projects leverage investment and increase the value of surrounding properties, represent a significant and visible change in the neighborhood, and have the potential to change the course of development.

KEY FINDINGS

While challenges remain, the key findings highlight the successes in the area and identify opportunity.

- A high concentration of people and households represents a large buying power not reflected in current availability of goods and services. The strong concentration of buying power within the neighborhood is just beginning to be recognized by national retailers.
- Approximately 42% of the population is under the age of 17. The population is predominately African American (82%).
- The industrial corridor on the west side of the neighborhood makes this a potential walk to work neighborhood. The area has good access to rail and freeways. The

industrial corridor needs high visibility design and a definable campus.

- This neighborhood has some the oldest and the newest housing stock in the metro area. Construction of new housing in this neighborhood began in the last ten years and continues to the current date.
- The neighborhood has two historic retail corridors, Fond du Lac and North Avenues. There are a number of businesses with long tenure in the neighborhood and customer loyalty.
- The neighborhood has seen evidence of redevelopment and revitalization, including the YMCA facility and charter school at Teutonia and North and the upgrade of the Fondy Food Center, an all-season outdoor market.
- Overall, crime statistics are trending downward for this area, as they are for the city as a whole.
- The neighborhood is underserved in usable, attractive open space.

KEY RECOMMENDATIONS: CATALYTIC PROJECTS

The recommended catalytic projects (lettered A through H in the final plan) are grouped under three headings. They are housing, industry and commercial.

Housing

The plan recommends building on existing successes in the study area. It calls for the clustering of new houses in 18 areas where vacant lots are available, noting that the Josey



subdivision development is already underway. It promotes single family, duplex, and town houses and home ownership. All housing efforts should preserve the character of the traditional neighborhood, with windows and porches facing the street, pedestrian and transit friendly design, and parking behind or on the side of the buildings.

Catalytic Project H: Residential Clusters (18 Identified)

Existing residential cluster developments have been successful in the neighborhood and continue to add value to surrounding properties. Some of the successful residential housing clusters include Lindsay Heights, City Homes, Habitat for Humanity and New Covenant.

Industry

Build on existing successes in the neighborhood (Capital stamping, American Ornamental Iron, Metal Processing); concentrate industrial efforts where large lots are adjacent to one another and can be assembled; create a campus-like district/ industrial park.

Catalytic Project E: 30th Street Industrial corridor Area - Campus Identity

The 30th Street Industrial Corridor is one of the largest industrial developments in the City of Milwaukee, with good rail and highway

access, and over 17,000 employees available from the surrounding neighborhood. To remain competitive, the corridor needs to reinvent itself as a modern urban industrial campus.

Commercial

Build on existing commercial success stories (Lena's, Columbia Savings and Loan, Jewel Osco, Legacy Bank and the Northside YMCA); focus development at high profile intersections (Fond du Lac and North, Fond du Lac, 27th, and Center; Teutonia and North); provide parking plazas along Fond du Lac Avenue, and increase neighborhood shopping.



Catalytic Project A: Former Sears Block

The intersection of North and Fond du Lac Avenues is a key node of identity for the neighborhood. A new signature building combined with substantial redevelopment of the surrounding property, will reinforce the commercial potential of this node and will serve as the landmark for the community.

Catalytic Project B: Fond du Lac and 20th Street

Fond du Lac Avenue at 20th Street and Johnson's Park is a recreational center, community gathering place, and visual entry into the neighborhood. The park and adjacent historic buildings provide amenities and identity for the area, and serve as a gateway to the key intersection of Fond du Lac and North Avenues.

Catalytic Project C: Walnut Node Area

The vacant building and large parking lot offer a highly visible site made up of two contiguous parcels across from a successful new housing development. The site is on the proposed Milwaukee Connector route. It has potential for mixed use or residential development.

Catalytic Project D: Fond du Lac Parking Initiative

Fond du Lac Avenue businesses desire on-street and off-street parking options that are available at all times of the day. Some on-street parking was lost as a result of Fond du Lac Avenue reconstruction. This lost on-street parking needs to be replaced with a comparable amount of accessible off-street parking.

Catalytic Project G: Teutonia and North Area

The area surrounding Teutonia and North is experiencing redevelopment interest and should build on its investment momentum. The new YMCA is the anchor for the area, with new infill housing being developed throughout the surrounding blocks, and North Avenue becoming more of a neighborhood shopping street.

CREATING THE PLAN

The Fond du Lac and North Neighborhood Plan is the culmination of a three year community-based planning effort that builds upon the momentum



created by recent revitalization activities, and current neighborhood assets, including: close proximity to downtown, easy access to freeways and major bus routes, historic and architectural charm, and most importantly, dedicated and active neighborhood associations. The plan establishes priorities for strengthening these assets in the areas of neighborhood housing, business, retail, industrial, transportation, recreational, open space and cultural assets. The plan promotes investment and provides guidance for public and private development initiatives.

The final plan is available on the Web at <http://www.mkedcd.org/planning/plans/FondduLacNorthNhd/>



In preparing the plan, city staff and consultants were assisted by a group of community and funding partners: the North Avenue Community Development Corporation, the 30th Street Industrial Corridor Corporation and the Neighborhood Improvement Development Corporation. Elected officials who represent the area provided guidance, as did a Citizen Advisory Group made up of representatives of business, homeowner, and community-based organizations. Residents and other concerned citizens attended focus groups, filled out surveys and came to public meetings.

IMPLEMENTATION

The Fond du Lac and North Neighborhood Comprehensive Plan will be a critical tool for redevelopment and growth for the area. The document will be widely available to the public, and will be used as a guide by elected officials, appointed members of plan and zoning agencies, city plan examiners and other staff in their review of project proposals.

Elements of the plan will be achieved through private development, public private partnerships, the catalytic projects and/or community based initiatives that can be developed as catalytic projects. As projects are proposed within the planning area, city agencies will include opportunities for citizen input in their regular approval processes.